

REMARKS/ARGUMENTS

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

I. STATUS OF THE CLAIMS AND FORMAL MATTERS

Claims 1-11 and 14-35 are pending. Claims 1, 6, 16, 22 and 31-35 are independent and are hereby amended. No new matter is added by these amendments. Support for the amended recitations in the claims is found throughout the specification.

Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicant is entitled.

II. REJECTIONS UNDER 35 U.S.C. §102(e)

Claims 1-11 and 14-30 were rejected under 35 U.S.C. §102(e) as allegedly anticipated by U.S. Patent No. 6,002,394 to Schein et al. Applicant respectfully traverses this rejection.

The claims have been amended to clarify the invention. Claim 31 is representative and recites, *inter alia*:

“ . . . processing a plurality of commercial information . . .

...

wherein, when a cursor is moved onto a program column of the program guide screen, the commercial information is automatically transmitted from a respective remote network server of the commercial information sponsor and displayed successively,

without actuating the cursor, in accordance with the remote network server address information comprising the commercial information.
” (emphasis added)

Applicant submits that Schein does not teach or suggest the above-identified features of claim 1. Specifically, Applicant submits that there is no teaching or suggestion that, when the cursor is moved onto a program column the “commercial information is automatically transmitted from a respective remote network server of the commercial information sponsor and displayed successively on the display, without actuating the cursor . . .” as recited in claim 1.

Applicant notes that the added limitation, “without actuating the cursor” had previously been included in the claims and respectfully submit that no additional search should be necessary.

Applicant respectfully submits claim 31 is patentable over the Schein reference.

Applicant believes independent claims 1, 6, 16, 22 and 32-35 are allowable for substantially the same reason.

III. DEPENDENT CLAIMS

The other claims are dependent from one of the independent claims, discussed above, and are therefore believed patentable for at least the same reasons. Because each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

CONCLUSION

Claims 1-11 and 14- 35 are believed patentable. In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference, it is respectfully requested that the Examiner specifically indicate those portions of the reference, providing the basis for a contrary view.

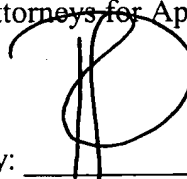
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In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicant respectfully requests early passage to issue of the present application.

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Respectfully submitted,

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